GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:7556
ANSWERED ON:16.05.2002
POOR QUALITY OF PROGRAMMES FROM JORANDA AIR
AVSM, BRIG.(RETD.) KAMAKHYA PRASAD SINGH DEO

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware of the poor quality of programmes broadcast from Joranda AIR Station, Dhenkanal in Orissa;

(b) whether the relay centre/AIR Station is not able to project the local culture for which it was set up;

(c) whether the AIR station has not been upgraded since it was set up in 1995;

(d) if so, the reasons therefor; and

(e) the steps taken to improve the performance, quality of programmes, and to give priority to broadcasting local culture in that AIR Station?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (e): A Local Radio Station with 1 KW Medium Wave Transmitter has been installed atJoranda to cater to the local population. Adjoining areas in and around Joranda District ar covered by the existing Transmitter.

Prasar Bharati has informed that the JorandaAIR Station broadcasts programmes ofgood quality. The programmes adequately project the local culture and in order to bring out the local flavour the station engages local talent to run various programme activities. All important functions and happenings in the area are covered to fulfil the aspirations of the local people.